



EMBRACE

Getting to know the Brazilian Market
Governor's Conference on Tourism (GCOT)
Arizona - July 2013

A stylized graphic of an eye, formed by two thin, dark blue curved lines that sweep from the bottom left towards the top right, framing the central text.

BRAZILIAN MARKET OVERVIEW

BRAZIL IN THE WORLD

- Brazil is the largest economy in Latin America and the 2nd largest in the Americas, behind only the United States. Nowadays, the country is the world's seventh largest economy.
- Brazil has got 192 million inhabitants – the world's 5th largest population. It is the largest and the most populous country in Latin America and plays a central role in the economy of the region.
- The country is going through its biggest economic prosperity outburst in decades. Therefore, it experienced the emergence of a new middle class, with the definite inclusion of 35 million people in the consumer market of products and travels.

BRAZIL IN THE WORLD

- Surviving the global economic crisis, Brazilians have never travelled so much as now, around the country and abroad.
- Brazil has been ranked, by the World Tourism Organization (UNWTO), in 2012, in the 12th position among the countries whose inhabitants spend the most on international travels. The country is the world's 4th biggest issuer of tourists to the United States.
- In addition, the number of Brazilian passengers who travelled by airplane exceeded 100 million, for the first time. In all, 101,354,288 air transport users flew on domestic and international flights. The number is 9,4% higher if compared to what was registered in 2011.

BRAZIL IN THE WORLD

PERSPECTIVES

The International Monetary Fund expects that Brazil will become, in a short time, the world's fifth biggest economy, ahead of France and UK. A research by McKinsey also points out that **Brazil will have the world's fifth biggest consumer market in 2020**, behind the USA, China, Japan and Germany.

The country has also been through an agitated period concerning the investment, infrastructure and job creation due to the fact that the country will host, in 2014 and 2016, the world's two biggest sports events – FIFA World Cup and the Olympic Games, respectively.

BRAZIL IN SOUTH AMERICA

Brazil is leading Latin America's growth in a lot of areas. This includes travel and tourism. The country is the number one outbound tourist market from South America to the United States, Europe as well as Argentina.

Brazil is the only South America country where Portuguese is spoken. Its population is almost the same of all Hispanic countries in South America.



BRAZIL AND ITS REGIONS



- Região Norte
- Região Nordeste
- Região Centro-Oeste
- Região Sudeste
- Região Sul

SOUTHEAST

States: São Paulo, Rio de Janeiro, Minas Gerais and Espírito Santo
Inhabitants: 80 million

Classes A, B and C: 75%

GDP participation: 54.4%

GDP per capita: R\$ 12,539

Country's main tourist outbound market

SOUTH

States: Rio Grande do Sul, Santa Catarina and Paraná

Inhabitants: 27.4million

Classes A, B and C: 77%

GDP participation: 16.5%

GDP per capita: R\$ 12,080

Due to its aproximity to São Paulo and having the country's most balanced income distribution, this region is also a big tourist outbound market.

NORTH

States: Acre, Rondônia, Amazonas, Pará, Amapá, Roraima and Tocantins

Inhabitants: 16 million

Classes A, B and C: 61%

GDP participation: 5.3%

GDP per capita: R\$ 6,499

NORTHEAST

States: Maranhão, Piauí, Ceará, Rio Grande do Norte, Paraíba, Pernambuco, Alagoas, Sergipe and Bahia

Inhabitants: 53 million

Classes A, B and C: 46%

GDP participation: 13.5%

GDP per capita: R\$ 4,927

MIDWEST

States: Mato Grosso, Mato Grosso do Sul, Goiás and Distrito Federal

Inhabitants: 14 million

Classes A, B and C: 70%

GDP participation: 9.3%

GDP per capita: R\$ 10,393

BRAZIL'S MAIN DOMESTIC MARKETS

SÃO PAULO

São Paulo is the richest of the 27 Brazilian states. The city of São Paulo, its state capital, is the cultural, technological and financial center of Latin America.

The state of Sao Paulo is the richest in Brazil. There, the biggest metropolis in Latin America is located: the city of Sao Paulo. Alone, Sao Paulo's GDP corresponds to 1,7 times the entire Argentina's GDP, 2,2 times Colombia's GDP and 3 times Chile's GDP.

The State and the city are the country's main domestic tourist outbound market and in addition to accounts for **80%** of the business tourism traffic.

GDP STATE OF SAO PAULO
(top GDP in Brazil)

US\$ 808 BILLION

GDP ARGENTINA
US\$ 475 BILLION

GDP State of Sao Paulo =
1.7 GDP of Argentina

GDP CHILE
US\$ 268 BILLION

GDP State of Sao Paulo =
3 GDP of Chile

BRAZIL'S MAIN MARKETS

	<p>State: RIO DE JANEIRO Capital: Rio de Janeiro City GDP per capita: R\$ 25,000 Population: 16 million</p>	<p>State: RIO GRANDE DO SUL Capital: Porto Alegre GDP per capita: R\$ 23,000 Population: 10.7 million</p>	<p>State: PARANÁ Capital: Curitiba GDP per capita: R\$ 20,000 Population: 10.5 million</p>
<p>State: MINAS GERAIS Capital: Belo Horizonte GDP per capita: R\$ 18,000 Population: 19.6 million</p>	<p>State: DISTRITO FEDERAL Capital: Brasília GDP per capita: R\$ 45,000 Population: 2.6 million</p>	<p>State: BAHIA Capital: Salvador GDP per capita: R\$ 11, 000 Population: 14 million</p>	<p>State: PERNAMBUCO Capital: Recife GDP per capita: R\$ 10,000 Population: 8,8 million</p>

Source IBGE 2012

BRAZIL'S PURCHASING POWER

The Brazilian middle class has grown 50% in the last 10 years.

The Brazilian population that belongs to the C class increased from 62.7 million in 2002 to 103 million in 2011.

Most of that growth came from families that belonged to the D/E classes.

These two groups shrank: from 92.9 million in 2005 to 45.2 million in 2011.

The A/B classes have reached a total of 42.4 million people

Brazilian Population by Class (%)

CLASS	2008	2009	2010	2011
AB	15%	16%	21%	22%
C	45%	49%	53%	54%
DE	40%	35%	25%	24%

Social Change (number of people)

CLASS	2008	2009	2010	2011
AB	29.377.015	30.717.541	42.195.088	42.434.261
C	84.621.066	92.850.384	101.651.503	103.054.585
DE	75.822.249	66.884.570	47.948.964	43.243.748
TOTAL	189.820.330	159.952.795	191.795.554	190.732.694

INTERESTING FACTS OF THE BRAZILIAN MARKET

Purchasing power and the new middle class

In the last decade, 35 million people were incorporated into the middle class in Brazil. According to a study conducted by the Strategic Affairs Secretariat (SAE) of the government, it is estimated that Brazil has got 104 million people in the middle class. It represents 53% of the Brazilian population, while 20% are upper class. This transformation has been changing people's lives not only concerning the economic scenario but also in terms of values and attitudes, such as consumption habits at home and during travels.

INTERESTING FACTS OF THE BRAZILIAN MARKET

Luxury Market

For the first time, Brazil emerges as a luxury market potential in the world. National brands have been investing in physical stores in the country with an eye on the economic growth. An example of this is the newly-opened Shopping JK Iguatemi, in Sao Paulo, with brand stores such as Prada, Carolina Herrera, Chanel, Calvin Klein, Dolce & Gabbana, and Gucci. Nowadays, Brazil has got 50 billionaires and around 230 thousand millionaires. This increase in income has been moving the luxury market. The forecast, according to Bain & Company, is that the Brazilian luxury market will increase up to 25% in five years. According to Credit Suisse Brazil will gain 270 thousand new millionaires in the next five years.

INTERESTING FACTS OF THE BRAZILIAN MARKET

Connected People

Brazil is the second biggest market concerning Facebook users, with 35% of the population connected to the social network. It also occupies the second position considering Twitter, fact that has been stimulating the businesses to invest in e-commerce. Around 42 million people claim to have bought online, while a computer is sold every second in the country. According to a research conducted by Fundação Getulio Vargas, the country has already got more cell phone lines than inhabitants – 36% are smart phones.



TRAVEL & TOURISM MARKET IN BRAZIL

BRAZIL'S TOURISM OVERVIEW

In 2012, for the first time, the number of travelers in Brazil surpassed the Mark of 100 million people. According to ANAC's numbers, 101.4 million Brazilians traveled by plane in the country or from it, an increase of 9.4% compared to 2011.

According to the Latin America Association of Corporate Travel and Event Managers (ALAGEV), the travel and tourism segment increased 12.88%, reaching R\$32.3 billion. If we consider the growth from 2006, when the Economic Indicators of Corporate Travels (IEVC) started to be measured, the sector growth reaches 80.17%.

- Total of Brazilians traveling by plane in 2012: 101,354,228
- Air companies operating in the country: 9 national, 39 international
- Number of travel agencies/operators: 13,203
- Corporate Travel: R\$32.3 billion in movement / increase of 12.88% in a year

BRAZIL'S TOURISM OVERVIEW

BRAZILIANS IN INTERNATIONAL TRAVELS

Brazilians continue to be the main clients of national and international air companies which operate in Brazil – 9 national, 39 international. The number of boarding plus landing in the Brazilian airports increased 7.3% between 2011 and 2012. The domestic movement increased 7.7% while the international grew 4%.

The majority of international flights leaving or coming to Brazil departs from Latin America. Considering the total of 1,131 weekly flights from and to the country in April 2013, according to a survey conducted by Panrotas, 581 or 40.35% of the total has origin/destination in Latin America.

Although, the percentage of flights to North America, mainly to the USA, continues to grow – last year, they represented 24% of the total in the country and, this year, have reached 26.5%.

Source: PANROTAS – April/2012

BRAZIL'S TOURISM OVERVIEW

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International Flights to/from Brazil (weekly – April 2013)

Region	Flights	Seats
Latin America	581	95,491
Europe	234	63,671
North America	262	62,748
Africa	22	5,537
Asia	32	9,238
Total**	1,131	236,685

**Accounted only non-stop flights. Other frequencies are not accounted in order to avoid duplicity in the number of total flights.



BRAZIL'S TOURISM OVERVIEW

BRAZILIANS IN THE UNITED STATES

Brazil is the fourth biggest issuer of tourists to United States, not including the border countries. In 2012, Brazilian arrivals to the US projected to reach 1.8 million, an increase around 19% over 2011.

According to estimates from the United States Department of Commerce, in 2013 Brazil will have exceeded Germany and conquered the position of the third biggest overseas market to the United States. Studies by OTTI show that, in 2013, 2,029,000 Brazilians will visit the United States versus 2,011,000 Germans. And the annual growth of Brazilians tourists will remain high, 14% versus 4% of Germans. It is worth mentioning that among top 10 markets, Brazil had the second biggest growth, behind only China.



BRAZIL'S TOURISM OVERVIEW

SOME INTERESTING FACTS

In 2013, over 900 thousand Brazilians may visit New York, accordingly to estimates from NYC & Company. Very soon Brazilians may overcome UK as the country which sends the most tourists to the destination.

Regarding income generation during the travels, Brazil has already conquered the position of the third biggest market to the United States, excluding the border countries, with US\$9.8 billion in spending in 2012, an increase of 19.7% compared to 2011

The most visited cities by Brazilian tourists in the United States are: New York, Orlando, Miami, Las Vegas, and Los Angeles/San Francisco. There are 7 North American states (including Arizona) and 10 American cities with representation in Brazil.

Source: Infraero – April/2012



BRAZIL'S TOURISM OVERVIEW

HOW DO THE UNITED STATES AND BRAZIL CONNECT?

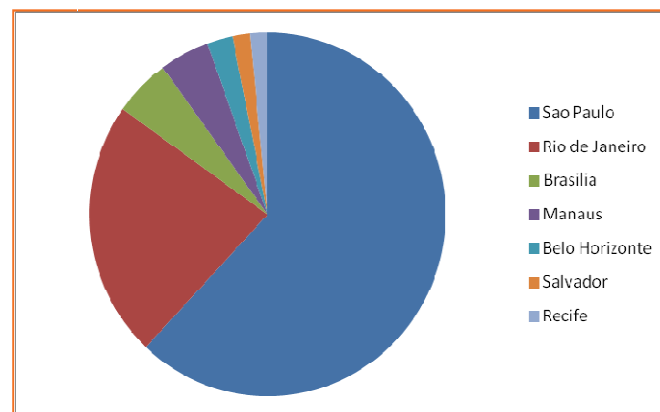
Nowadays, there are 240 weekly flights between the United States and Brazil, connecting 11 American cities and 7 Brazilian markets, and, by the end of this year, this number will be even higher due to the fact that in December 2013 American Airlines will offer additional flights that will connect the cities of Porto Alegre and Curitiba in the south of Brazil to Miami. They will be daily flight and are already being commercialized in the country. In addition, AA will also connect Brazil (Sao Paulo) to Los Angeles in 2013 and Chicago in 2014.

Delta Airlines has also requested a second daily flight between Sao Paulo and Atlanta and to New York as well. The request has already been officially made to the American Department of Transportation. The idea is to start these flights in 2013. And there is more! In July 2013, Copa Airlines, from Panama (with great setup in Brazil – flying from all the major cities in the country), will start flights to 8 destinations in the United States.



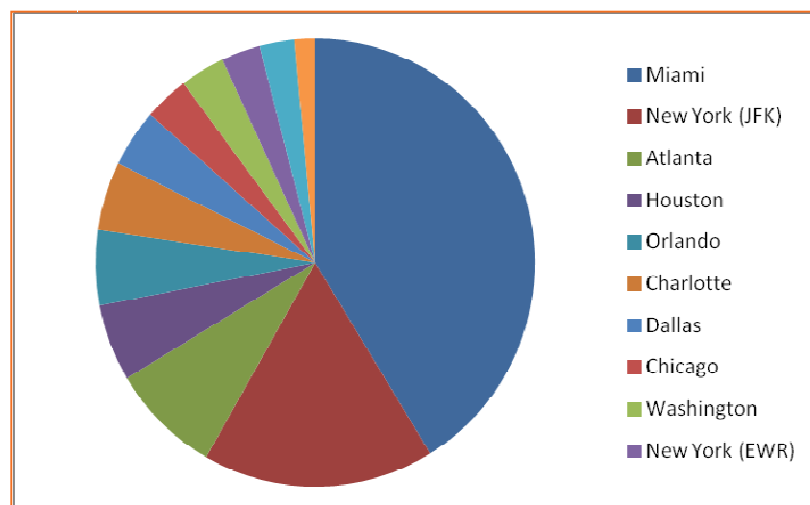
Market Share (seats) – Brazilian Cities

Sao Paulo – 61.99 %
 Rio de Janeiro – 22.86%
 Brasilia – 5.13%
 Manaus – 4.52%
 Belo Horizonte – 2.34%
 Salvador – 1.58%
 Recife – 1.58%



Market Share (seats) – USA Cities

Miami – 41.23%
 New York (JFK) – 17.04%
 Atlanta – 8.11%
 Houston – 5.55%
 Orlando – 5.43%
 Charlotte – 4.97%
 Dallas – 4.18%
 Chicago – 3.28%
 Washington – 3.28%
 New York (EWR) – 2.86%
 Detroit – 2.56%
 Los Angeles – 1.52%



BRAZILIANS TRAVELING ABROAD

More spending than ever

Regarding the tourism, the Brazilians already broken the record in 2012 for spending abroad compared with the previous year. According to a survey released by the Central Bank, tourist spending was US\$ 22.2 billion, a record since 1947, and the spending in March 2013 was US\$ 1.870 billion. **Despite the dollar much more expensive than in 2011, the growth of these expenditures in 2012 was 4.6% compared to the previous year.** For the Central Bank, with more money in your pocket due to higher income, the tourist leaves the fact that the dollar is more expensive apart and takes advantage of the lower prices in the countries in crisis.

According to a survey conducted by the Ministry of Tourism in partnership with Getúlio Vargas Foundation, taking in consideration only the potential tourists for 2013, 48% of them will prefer to travel inside Brazil, 21% abroad and 31% are indecisive. **The president of the Brazilian Tourism Institute (Embratur) says a significant share of Brazilian tourists still prefer to travel abroad because it is cheaper than some of the destinations in the country.**



GCOT/AR

BRAZILIANS TRAVELER PROFILE

Where do they want to go?

Top international destinations

- 1 – Orlando
- 2 – New York
- 3 – Buenos Aires
- 4 – Miami
- 5 – Las Vegas
- 6 – Santiago
- 7 – Paris
- 8 – London
- 9 – Rome
- 10 – Los Angeles

Source: Hotels.com 2013

What States are they from?

- 1 – São Paulo
- 2 – Rio de Janeiro
- 3 – Rio Grande do Sul
- 4 – Minas Gerais
- 5 – Distrito Federal
- 6 – Bahia
- 7 – Santa Catarina
- 8 – Pernambuco
- 9 – Ceará
- 10 – Parana

Source: Infraero

How many times do they travel per year

- Less than 1 time: 4%
- 1 time: 19%
- Twice: 36%
- 3 times or more: 41%

With whom do they travel?

- Family: 62%
- Spouse: 55%
- Friends: 31%
- Alone: 12%

Source: Brazilian Ministry of Tourism



BRAZILIANS TRAVELER PROFILE

10 Steps to know Brazilian travelers

1. Brazilians speak Portuguese. This plays a decisive role in their overall travel experience and when choosing destinations, services and products. Brazilian feel more comfortable when Portuguese is spoken.
2. Brazilians are lively, they enjoy nightlife and love destinations which have entertainment options open late.
3. Brazilians love shopping, especially when traveling internationally. This is definitely an essential part of the experience abroad.
4. Brazilians do not typically plan their travels beforehand. The decision period normally happens between one to three months prior to the trip.



BRAZILIANS TRAVELER PROFILE

10 Steps to know Brazilian travelers

5. Brazilians like traveling during extended holidays.
6. Brazilians are looking for new destinations or trying to discover new things on the destinations they have already visited. They always want to know “what’s new?”
7. Brazilians don’t like spending time or staying inside the hotel.
8. Brazilians are becoming accustomed to international travel, in part due to a more stable currency and stronger economy.
9. Brazilians like being treated kindly and like to be in a friendly environment.
10. Brazilians usually pay for their purchases (in Brazil) in monthly installments, usually more than 10.

TRADE STRUCTURE IN BRAZIL

TOUR OPERATORS

- Wholesalers
- FIT
- Direct Contract
- “hotelbeds, tourico, etc”
- Braztoa
- ABAV
- Cadastur

TRAVEL AGENCIES

- Retail
- Mini Wholesalers
- TOs
- Direct Contract
- “hotelbeds, tourico, etc”
- ABAV
- Cadastur

ONLINE TRAVEL AGENCIES

- Wholesalers
- Retail
- TOs
- Direct Contract
- “hotelbeds, tourico, etc”
- ABAV
- Cadastur

Tour Operators

Over 200 – Braztoa (Brazilian Tour Operators Association) has 94 members that respond for 80% of travel packages sales.

Travel Agencies

Over 13,000 travel agencies and 3,500 ABAV members comprise 70% of sales.

MEDIA PLAYERS IN BRAZIL

Trade	Consumers	Segmented
Print	Print	Print
Online	Online (Portals / Blogs)	Online (Portal/ Blogs)
	TV (Public/Cable)	TV (Public/Cable)
	Radio	Radio
Mercado & Eventos Panrotas, Brasituris ,Host Brasil Travel News		

The graphic features a solid orange background with two thin, light-orange curved lines that sweep across the frame. A semi-transparent orange rectangle is centered in the middle, containing the text "ARIZONA OFFICE OF TOURISM IN BRAZIL" in a bold, white, sans-serif font.

ARIZONA OFFICE OF TOURISM IN BRAZIL

ATO IN THE BRAZILIAN MARKET



GOALS TO BE ACHIEVED IN THE FIRST YEAR

1. Establish Arizona as a destination of a choice in Brazil
 - Increase knowledge and interest in Arizona (people do not go because they do not know)
 - Develop content and promotional materials in Portuguese
2. Create and strengthen relationship with the trade
 - Increase number of Tour Operators selling and promoting Arizona itineraries (Min 15)
 - Increase number of Travel Agents specialists (Min 50)
3. Create and strengthen relationship with the media
 - Increase number of articles published on Arizona (Min 10 – Top Media)
 - Increase Arizona's content in the online world – portals, blogs, etc (Min 10)

ATO IN THE BRAZILIAN MARKET



STRATEGIC FOCUS

Starting with an investment from the Arizona Government, and through a lot of passion, professionalism, creativity, and massive involvement from AOT/GVA and local partners, we will be able to establish, in a very structured and efficient way, Arizona as a tourism destination of choice in Brazil. GVA's suggestion for Arizona's approach in the Brazilian market is **“THE BEST OF ARIZONA! IT'S BEAUTIFUL, DIVERSE, AND ACCESSIBLE”!** This is not a slogan. It is the concept we will follow. The slogan continues to be “The Grand Canyon State” as used by AOT. We will take advantage of the fact many Brazilians are familiar with the Grand Canyon and use this amazing Arizona's icon as a reference in our promotional actions.

SEGMENTS TO BE EXPLORED

AOT's marketing, advertising, and public relations services approach in Brazil will focus on assertively promoting the major tourism experiences Arizona has to offer and all the niche markets with great potential for arrivals from this market. The segments listed below are in alphabetical order and level of relevance.

Priority Niche Markets

- Eco-adventure (parks, nature reserves)
- History / Culture
- Luxury
- Romance (wedding & honeymoons)
- Sports (golf, hiking, trekking, etc)

Secondary Niche Markets

- Family/Friends/Couples Holidays
- MICE (meetings, incentive, and conferences)
- Special Interest (spas, shopping, festivals, etc)

AOT TARGET DEMOGRAPHICS



The middle class in Brazil has grown nearly 50% over the past ten years, according to a survey by Data Popular; a Brazilian research institute specialized on this matter. More importantly, the upper class also grew during the past few years and will continue to grow as previously mentioned in this document; which means Arizona should take advantage of this fact and target the very qualified travelers.

Adventurous and very affluent consumers will be our primary target.

Men and women between 25–50 years old

Upper class – Higher income

World travelers and explores

Outdoor hobbies and passionate for nature activities

The final consumers will be targeted indirectly. They will be mainly reached by the selected tour operators and travel agents that we will be working with in this market through their promotional activities and sales force campaigns. Consumers will also be reached through our online presence and articles that will come out on the destination from all the PR and Communication work we will be doing in this market.

AOT'S PARTNERSHIPS

GVA will work, on behalf of AOT with the **major tour operators, travel agents, and media professionals** in Brazil to ensure a substantial increase in understanding and interest in selling and promoting Arizona. We will provide them with all the support and necessary training to boost sales opportunities and maximize coverage on the destination. A strong focus will be placed on drastically increasing the number of Arizona's specialists from Brazil, which will consequently increase number of Brazilian arrivals to the destination.

We will also **develop partnerships with tourism and non tourism related associations** (i.e.: BRAZTOA, ABAV, VIRTUOSO, Brazilian Golf Association, and others) since we believe that the best way to guarantee success in any activity is to work with very affluent and influential players from each potential niche market.

AOT'S CONTENT/INFORMATION GCOT/AR STRUCTURE

Promo Materials

GVA will develop several promotional material and presentations on Arizona. We will create a general brochure and several PDFs flyers on different niche markets. We will also prepare several training presentations for the trade.

Arizona Website – WWW.VISITEARIZONA.COM

We will create the website “VisiteArizona.com”. It will be the key communication platform for Arizona in Brazil. It will target consumers, trade and media professionals from these markets. It will be the main interface and liaison for our social media activities, news updates, special promotions, etc.

Arizona Social Media – VISITEARIZONA

As mentioned before, Brazilians are very well connected and use the social media channels as an efficient form of communication with effective content. Brazil is the second biggest market concerning Facebook users, with 35% of the population connected to the social network. It also occupies the second position considering Twitter, fact that has been stimulating the businesses to invest in e-commerce.

Arizona's online presence will be built upon a social ecosystem: a connected group of social networks with rich content and opportunities to increase relationship. Blogs, YouTube, Facebook, Twitter, Flickr, etc.

AOT'S TRADE APPROACH

Sales Calls

GVA/AOT will have weekly sales calls/visits to major tour operators in order to develop and nourish a close relationship with them.

Training Seminars

GVA/AOT will educate the Brazilian trade on Arizona and its segments. We will organize and participate in travel agent and wholesaler training events. We will also have several training seminars to selected trade professionals in our office.

Suggested trade shows

BRAZTOA/ABAV – August (São Paulo) – <http://www.braztoa.com.br> / <http://www.feiradasamericas.com.br/>

GRAMADO – November (Gramado – RS) – <http://www.festivalturismogramado.com.br/>

BRAZTOA/WTM LATIN AMERICA – April (São Paulo) – <http://www.braztoa.com.br> / <http://www.wtmlondon.com> (TBD)

AOT'S TRADE APPROACH

Sales missions

GVA will organize one sales mission on behalf of Arizona and its local partners in Brazil during the 2014 fiscal year. The mission will take place in Sao Paulo, in September 2013.

Inspection trips

GVA will organize 2 inspection trips (October 13 and March 14) for tour operators and selected travel agents. The first trip will be a general FAM trip – Arizona highlights and the second trip will be specifically for the luxury market. It would be ideal to have around 5–8 TOs in each trip.

Co-op activities

GVA will develop a trade co-op advertising campaign using the most effective media channels in partnership with selected airlines and top tour operators in order to maximize budget and ROI from this activity. GVA/AOT will select between 3–5 partners and develop with each of them customized advertising campaigns to boost their Arizona's packages sales.

AOT'S TRADE APPROACH

Incentive Campaigns

GVA will develop incentive campaigns with selected tour operators to increase consumer and trade awareness and interest in Arizona. Throughout the year, GVA/AOT will between 3–5 partners (TOs and selected travel agents) and develop with each of them a customized incentive campaigns to boost their Arizona's packages sales.

Special Projects

GVA will constantly look for beneficial partnership opportunities not only within the tourism industry but also in different business segments (fashion, banking, education, automobile, sports, etc) that will provide Arizona with greater chance to get their brand well exposed and recognized.

- Cross Industry Activities (Fashion Projects, Golf Tournament, Cosmect Lines)
- Travel Agents – Study Abroad in Arizona
- Special Freelancer Journalist Campaign
- Last Minute Promotions
- Best Seller Incentive Campaign
- Festivals Specials

AOT'S TRADE APPROACH

Tour Operators

ADV Tours

Ambiental

Calcos

Canada Turismo

CVC

Flot

Fly Tours

Intercontinental

Interpoint

Master Viagens

MGM

MMT Gapnet

Monark

Nascimento

RCA

Soft Travel

TGK

Tourlines

Visual

High End

Agaxtur

Classtour

Designer Tours

Matuete

Paragon Turismo

Queensberry

Tereza Perez

Romance

Be Happy

Meg Tours

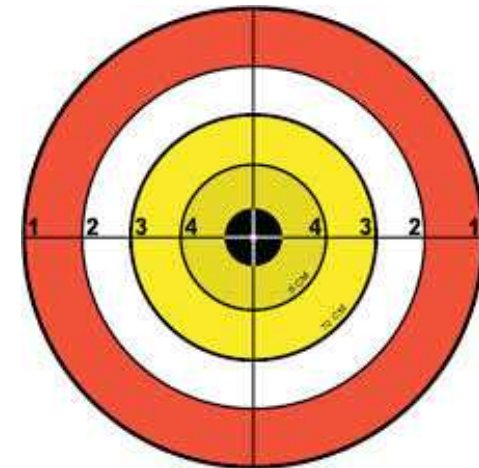
Sonhos a 2

OTAs

Decolar.com

Expedia.com

Submarino.com



AOT'S PR & COMMUNICATION GCOT/AR

APPROACH

E-newsletters / press releases

GVA will send weekly e-newsletters to our trade (about 5,000 tour operators and travel agents contacts) & media (about 32,649 contacts – including editors, journalists, freelancers and influential bloggers) databases with information/updates on Arizona.

Media and editorial content

GVA will work close to all major publications/Radio/ TV channels in Brazil, planning, managing, coordinating and delivering adequate and constant information on Arizona in order to guarantee great coverage/editorials on Arizona through the year.

Press briefing

GVA will plan, manage, coordinate and deliver Arizona Press Briefing events as well as prepare briefs on media issues and/or one-off interviews. They are type of small press conferences where we announce updates and share more content on Arizona with main trade/consumer tourism publications. We usually do it in our office or in the partners (operators/media) offices.

AOT'S PR & COMMUNICATION GCOT/AR

APPROACH

Niche markets special coverage

GVA will plan, manage, coordinate and deliver special content to the Brazilian media focused on Arizona and its niche markets in order to increase exposure and business opportunities for Arizona in addition to greatly differentiate our product in this market.

Press trips

GVA/AOT will organize 1 press trip for selected publications in Brazil (October 2013). We will also send TOP journalists to attend AOT's international press trips in FY14 (two in the fall and one in the spring). One of the fall trips will focus on golf. GVA/AOT will negotiate seats with possible airlines partners in order to minimize cost for this activity and increase exposure and ROI.

Story line and content to be considered

GVA believes that emphasizing on the diversity and natural richness of the destination can be a great way to get the media professionals interested in publishing NEW stories about NEW places (still unknown) in Brazil. Having a series of articles/releases on Arizona's curiosities/fun facts might get their attention and involvement right away.

AOT'S PR & COMMUNICATION GCOT/AR

APPROACH

TRADE PUBLICATIONS

Brasilturis Journal
Mercado e Eventos
Panrotas Editoria Ltda
Revista Brasil Travel News
TV Travel News

CONSUMER PUBLICATIONS

ABN Agencia Brasileira DE Noticias

Magazines

Viagem & Turismo
Viajar pelo Mundo
Top Destinos
United Magazines Editora

Newspapers

Folha de Sao Paulo
Estado de Sao Paulo
O Globo
Globo Online
Hoje Em Dia
Correio Brasiliense

Online

Global Sports Net
Mapa-Mundi.com
Viajar e simples

TV

SBT TV Campinas
Programa Viagem Cultural

Others

Jornal Mundo Do Turismo
Brand-News
Facil Nordeste Magazine

WEBSITES – PORTALS WITH TRAVEL CONTENT

www.g1.com.br
www.r7.com.br
www.uol.com.br
www.terra.com.br
www.hiperativos.com.br

PRIMARY BLOGS

TOP 15 TRAVEL BLOGS (INDICA Award)
<http://sairdobrasil.com/>
<http://outrosares.com/>
<http://jeguiando.com/>
<http://www.matraqueando.com.br/>
<http://www.ajanelalaranja.com/>
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<http://www.viagempelomundo.com/>
<http://www.bigviagem.com/>
<http://www.turistaprofissional.com/>
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<http://blogdojuca.uol.com.br/>
<http://www.espn.com.br/blogs>
<http://americaradical.com.br>

SECONDARY BLOGS

BRAZILIAN AIRLINES BLOGS

<http://blog.tam.com.br>

BUDGETED TRAVEL BLOGS

<http://www.maosdevaca.com/>
<http://acrosstheuniverse.blog.br/>
<http://zigadazuca.blogspot.com.br/>

TRAVELLING WITH KIDS BLOGS

<http://1001roteirinhos.com.br/about/>
<http://viajandocompimpolhos.com/>
<http://felipeopequenoviajante.blogspot.com.br/>

Q &

A



THANK YOU